



Policy for the future:

Recognizing that its business activities can impact biodiversity, Honda has long been striving for the conservation of biodiversity. In 2011, Honda established the Honda Biodiversity Guidelines. Honda believes that minimizing the environmental impact of our products and business activities is the greatest contribution to biodiversity conservation. The guidelines specify company priorities, including “the development of environmental technology,” “initiatives based on corporate activities” and “initiatives for living in harmony with local communities,” and Honda is actively promoting them.

[Japan] Beach Cleanup Project

Based on a desire to use company technologies to benefit the world, Honda developed unique equipment in 2006 that support efforts to clean beaches without harming their ecosystem and started the Beach Cleanup Project. We will continue our efforts with the desire to maintain the beauty and cleanliness of beaches until such effort is not necessary.

Total beaches	212 beaches
Total participants	About 56K people
Total garbage	About 500t

[China] Afforestation in Inner Mongolia

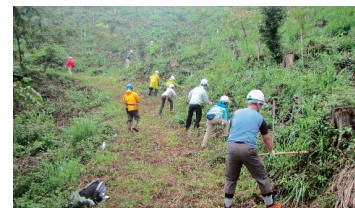
Honda seeks to create a future society “Full of Dreams,” and conducts activities designed to bring joy to people. In Inner Mongolia, where desertification is a major problem, whole Honda Group in China has pursued afforestation activities continuously since 2008.

Total afforestation field	12.5M m ²
Total trees planted	1.8M trees

[Japan] Conserving Forest Watersheds

Forests, also known as “green dams,” are places that reserve water, create clean air, preserve soil, and foster living things. In 2003, Honda began conservation activities in 6 locations near business sites around Japan, based on the desire to preserve forests for the next generation.

Total activity sites	13 sites
Total participants	About 3K people



Through the “Honda Environment Statement,” we recognize that biodiversity conservation initiatives are an essential part of our commitment to the preservation of the global environment. Honda will continue to strive for the conservation of biodiversity.